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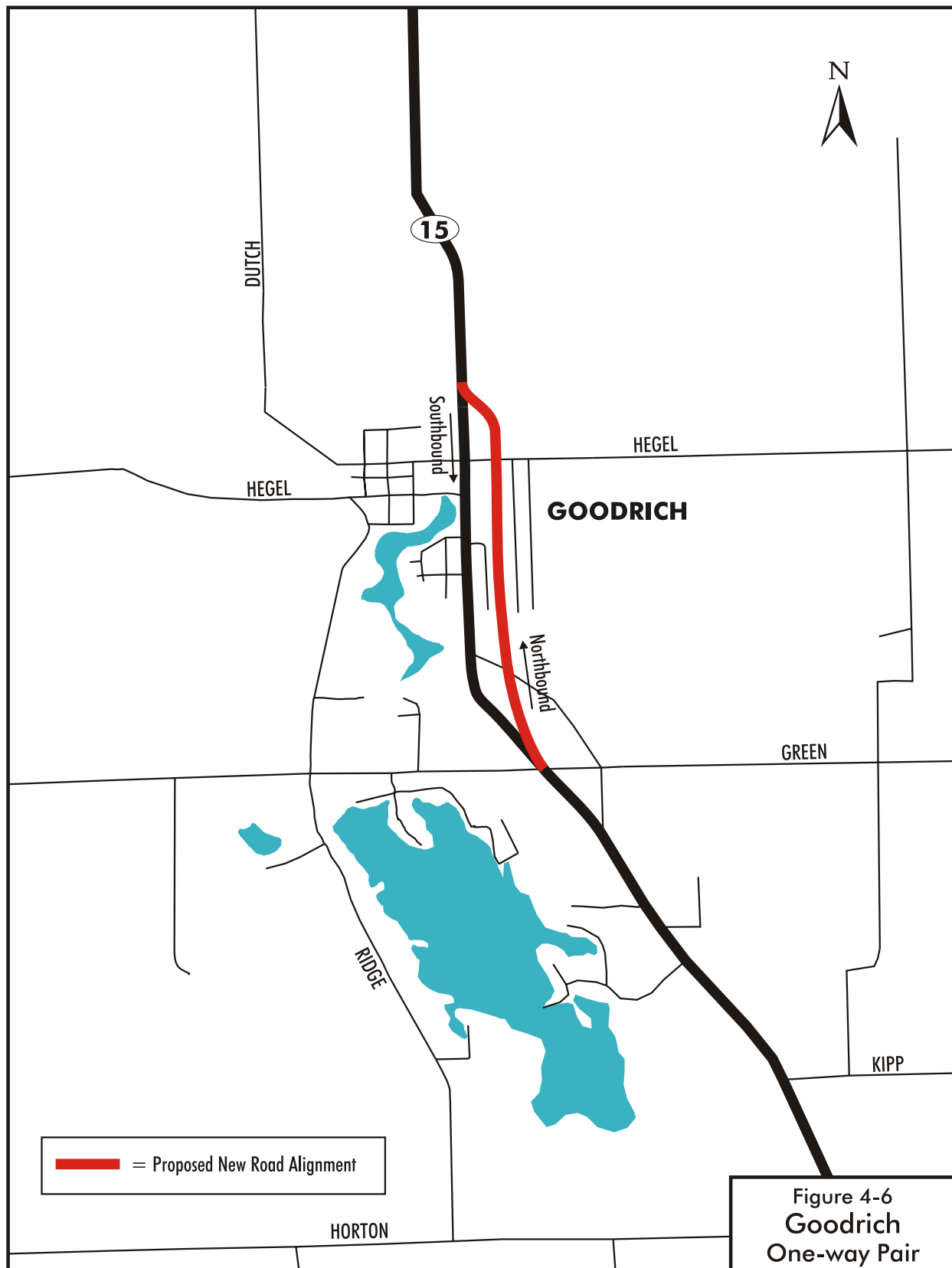


Figure 4-6
Goodrich
One-way Pair

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The Simplified Land Allocation Model (SLAM) was used with the Irish Road alternative to demonstrate whether a possible shift in growth would make improving M-15 less likely. And, because the Irish Road alternative shifts more traffic from M-15 than any other, SLAM was applied.

SLAM uses forecasts of five trip generation variables by Traffic Analysis Zone (TAZ) (Figure 4-7):

- Number of households;
- Basic employment;
- Service employment;
- Retail employment; and,
- Other employment.

Those with an understanding of and stake in the development of the M-15 study area were involved in establishing those variables for a number of “what if” scenarios of the future. This is not an exercise in establishing a new growth picture for the study area. But, rather, a process to determine how growth already projected may shift as transportation facilities are improved.

To complete the analysis, the consultant used data from SEMCOG on the extent of vacant land in each TAZ in Oakland County. Similar input was not available for the Genesee County zones so the consultant used measurements from aerial photos and judgment to establish the degree to which vacant land is available for development.

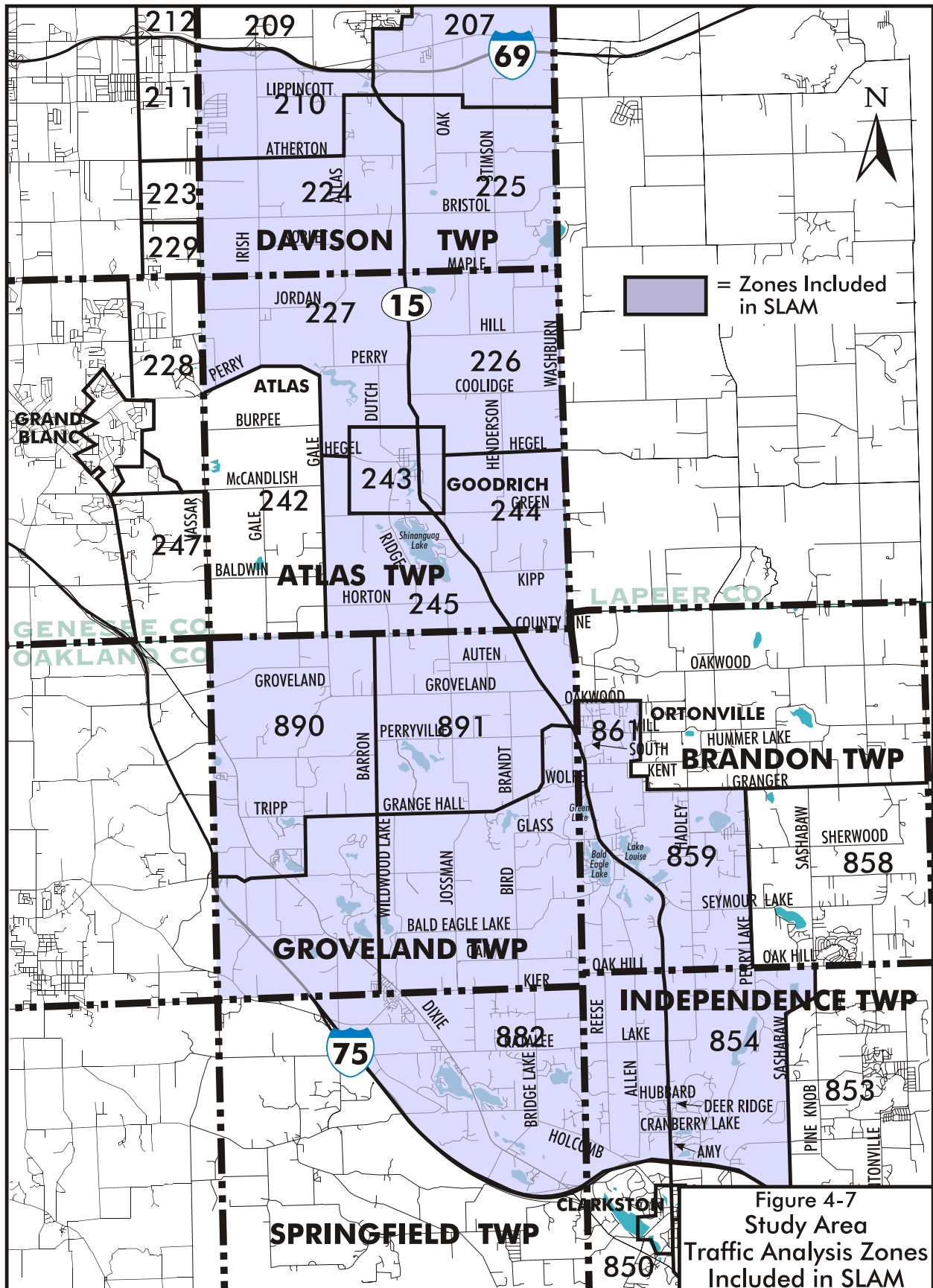
Accessibility is another key input variable. It is provided by the travel model. Finally, land use densities were established by the consultant using land use plans for the future and current zoning ordinances.

The reallocation of growth by SLAM is accomplished by calculating new trip generation rates for the TAZ’s in the study area and comparing them to the rates already in the model. Then, the adjusted growth rates are used to develop a new trip table.

Table 4-3
SLAM-Proposed Growth Factors on Trips

Table 4-3 and Figure 4-8 illustrate the shift in the growth in travel based on reallocated land uses in each zone in the study area analyzed with SLAM. The results indicate growth could be expected to shift from Oakland to Genesee Counties—logical in light of the potential improvement in accessibility provided by an improved M-15, perhaps other infrastructure improvements, and the amount of vacant land in the TAZ’s in Genesee County. The shifts in tripmaking growth are within a range of - 40 percent to +40 percent except for TAZ 207. This zone is the northeast quadrant of M-15 and I-69 in Davison Township. Clearly, the development pressure on this zone is already

M-15 Model TAZ	Location	Trip Gener. Growth Factor
207	Davison TWP	3.9
210	Davison TWP	1.4
224	Davison TWP	1.4
225	Davison TWP	1.7
226	Atlas TWP	1.3
227	Atlas TWP	1.1
243	Goodrich	1.2
244	Atlas TWP	1.2
245	Atlas TWP	0.9
854	Independence TWP	0.8
859	Brandon TWP	0.6
861	Ortonville	0.7
882	Springfield TWP	0.9
890	Groveland TWP	0.6
891	Groveland TWP	0.7



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